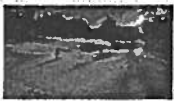


PURE MICHIGAN™
Your trip begins at michigan.org

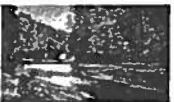


Travel Michigan

- A business unit of the Michigan Economic Development Corporation (MEDC)
- The state of Michigan's official tourism promotion agency
- Mission: Increase leisure visitor spending in Michigan, thereby increasing business revenues, employment and tax collections
- Primary tactics: advertising, public relations, promotions, michigan.org, enewsletters, *Michigan Travel Ideas*, social media



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Your trip begins at michigan.org



In 2006, we created a new brand
for Michigan

PURE MICHIGAN

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MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

Print Ad

We go the way we want.
That way is north. Out any fence.
And before we know it, we get stuck in a rut.
So we take a left. A right.
Instead of the straightaway, left.
So a place where something special is waiting
is waiting for us just around the
Right.

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Billboards

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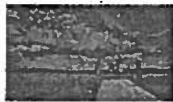
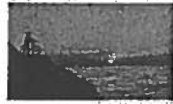
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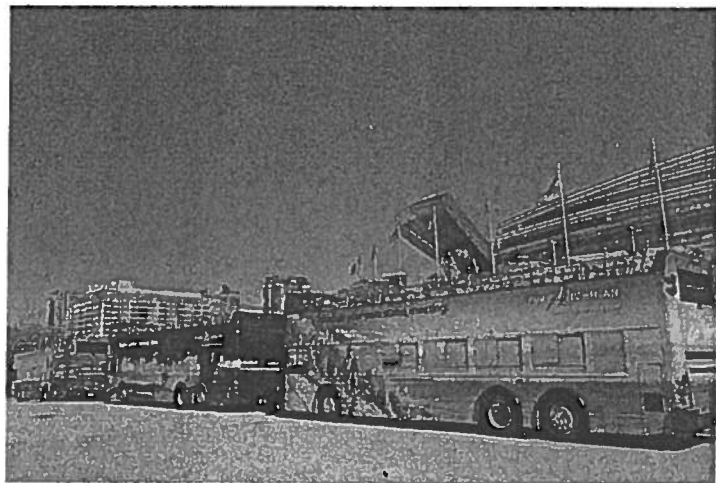
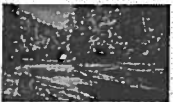
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Chicago Bus Wraps

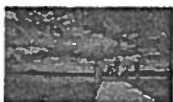


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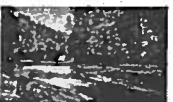
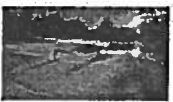


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michigan.org




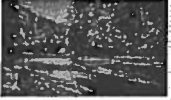
Forbes (2009): All-time Ten Best Tourism Promotion Campaigns



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1. Las Vegas ("what happens here, stays here")
2. Incredible India
3. New Zealand
4. Australia (Paul Hogan, 1980s)
5. Jamaica
6. **Pure Michigan**
7. Alaska (B4UDIE billboards, 2005)
8. Canada
9. Oregon
10. Virginia (is for Lovers)







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michigan.org



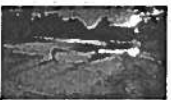

Five Mercury Awards in 2012

- Best TV Ads
- Best Radio Ads
- Best PR
- Best Social Media
- Best Partnership Program






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MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

Providence RI Journal, June 24, 2012



Providence Journal Providence Journal eEdition

Strong tourism brand put Michigan on the map

By KATE BRAMSON JOURNAL STAFF WRITER

Find a way to market the entire state with a consistent message.
Make sure it resonates with people who might visit, as well as with the people who live here.
Then stick with that message for the long haul — even through inevitable leadership changes.
And partner with other organizations so the money they spend on your message to sell their museum, cultural attraction or place goes even further.


Six years into the Pure Michigan ad campaign, tourism leaders in that state know they've got something special — and tourism leaders in Rhode Island and elsewhere point to Michigan's message as the kind to emulate.

"It has far exceeded all of our expectations," says George Zimmermann, vice president for Travel Michigan, the state's official tourism promotion agency and a part of the Michigan Economic Development Corporation.

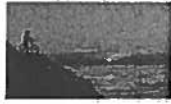
The campaign has no "father or mother," Zimmermann says, because a team collaborated to create the message.

In 2006, Travel Michigan sought help to replace the state's logo, "Great Lakes, Great Times." Nine years earlier, that theme had replaced "Buy Yes to Great Lakes, Buy Michigan" for the first time.

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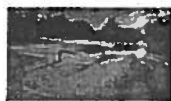


MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

Pure Michigan 2013 Budget

This \$25 million funds:

- \$1.7 million regional winter buy Dec/Jan
- \$13 million national cable spring/summer buy (\$3 million from partners)
- \$3.5 million for regional spring/summer buy
- \$1.7 million for regional fall buy
- All other marketing (PR, publications, social media, web site, etc.)




MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

2013 National Cable Buy

- \$13 million national cable TV buy, biggest ever (including \$500,000 each from Grand Rapids, Mackinac Island, The Henry Ford, Traverse City, and \$1 million from Ann Arbor)
- 5000 airings of Pure Michigan TV commercials nationally March 18 through June

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2013 National Cable Buy




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International Marketing

Current Program



PURE MICHIGAN™
Your trip begins at michigan.org

- Advertising in Southern Ontario
 - \$600,000 annual budget
 - London, Kitchener, Hamilton, but not Toronto
- Promotion in the UK and Germany
 - \$200,000 annual budget
 - In partnership with Great Lakes USA (OH, IL, MN, WI)

International Marketing

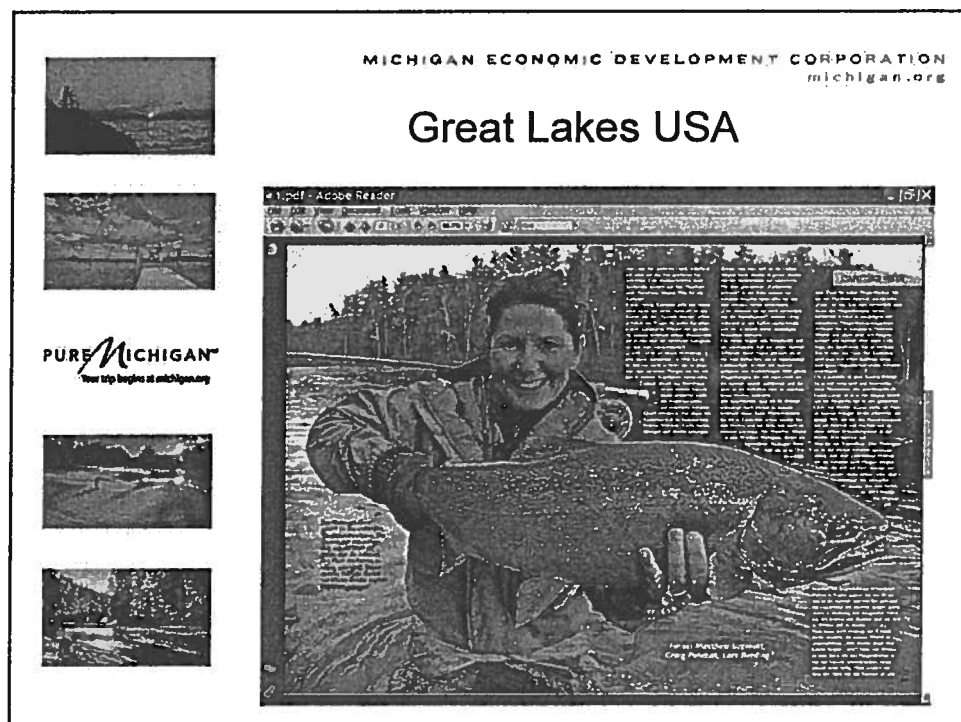
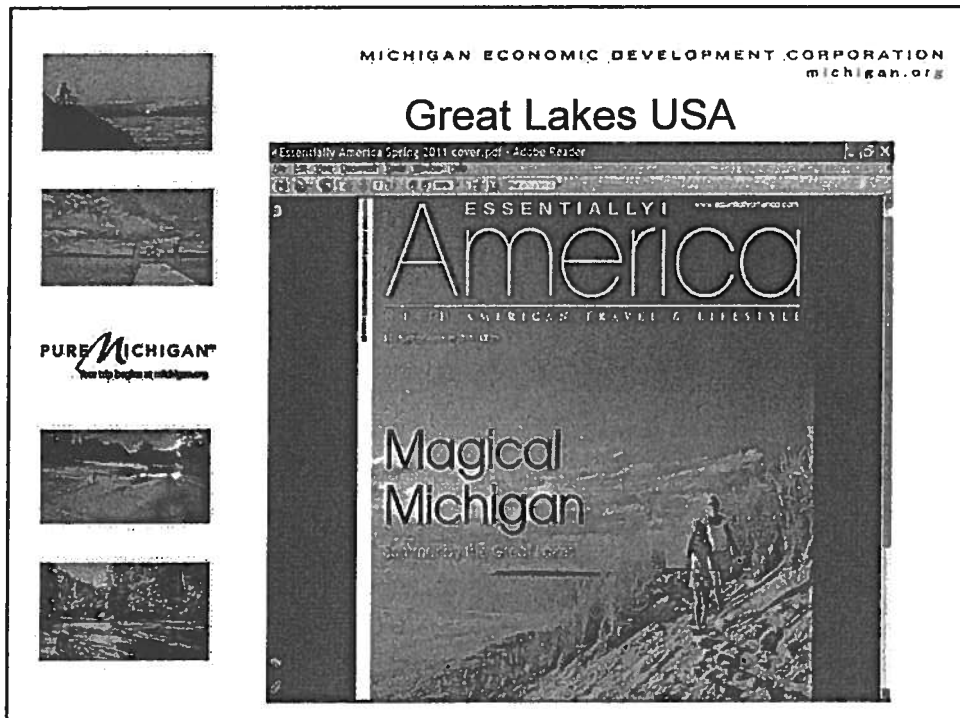
FY '14 with \$4 million funding increase

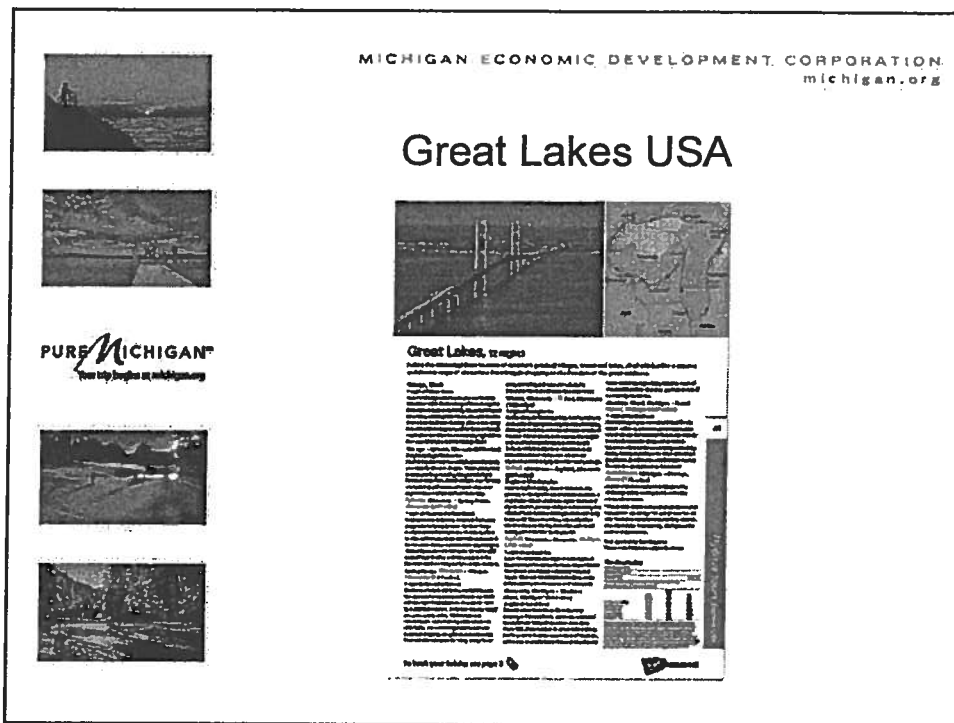


- Expand Ontario advertising to include Toronto
- Expand promotion in the UK and Germany
 - Continue partnership with Great Lakes USA
- Enter new markets in Asia, i.e. Japan, South Korea and China
 - Partner with Brand USA

Great Lakes USA

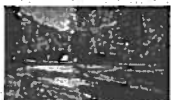
- Markets the Great Lakes region in Europe
- Funded/managed by Travel Michigan, and Ohio, Illinois, Wisconsin and Minnesota tourism offices
- Toby McCarrick, Executive Director, Chicago-based
- Rep firms in UK, Germany
- TourMappers, GLNA receptive tour operator







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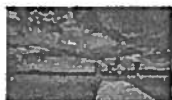
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

Pure Michigan Budget vs. Other States (2012)

1. Hawaii -- \$75 million
2. California -- \$61 million
3. Illinois -- \$55 million
4. Florida -- \$38 million
5. Texas -- \$36 million
6. Michigan -- \$25 million

Avg. state tourism budget \$14.5 million

Source: U.S. Travel Association



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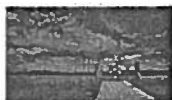


MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

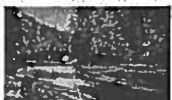
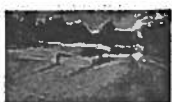
Top Ten U.S. Advertisers 2011

- | | |
|----------------|---------------|
| 1. P&G | \$2.9 billion |
| 2. AT&T | \$1.9 billion |
| 3. GM | \$1.8 billion |
| 4. Verizon | \$1.6 billion |
| 5. Comcast | \$1.6 billion |
| 6. L'Oreal | \$1.3 billion |
| 7. Time Warner | \$1.3 billion |
| 8. Pfizer | \$1.2 billion |
| 9. Chrysler | \$1.2 billion |
| 10. News Corp | \$1.2 billion |

Source: Kantar Media



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2012 Michigan Hotel Data

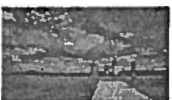
Occupancy: 56.8%, up 3% over 2011

Average Daily Rate (ADR): \$83.44, up 3.9%

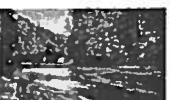
Revenue Per Available Room (RevPAR): \$47.42, up 7.1%

All three measures are at highest levels since 2004

Source: Smith Travel Research



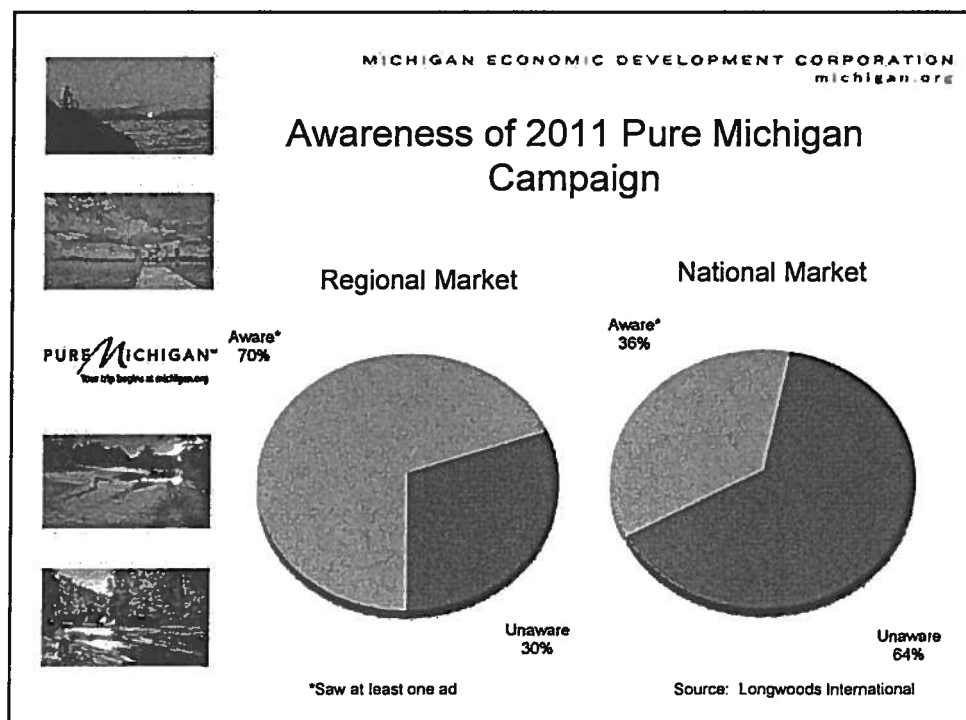
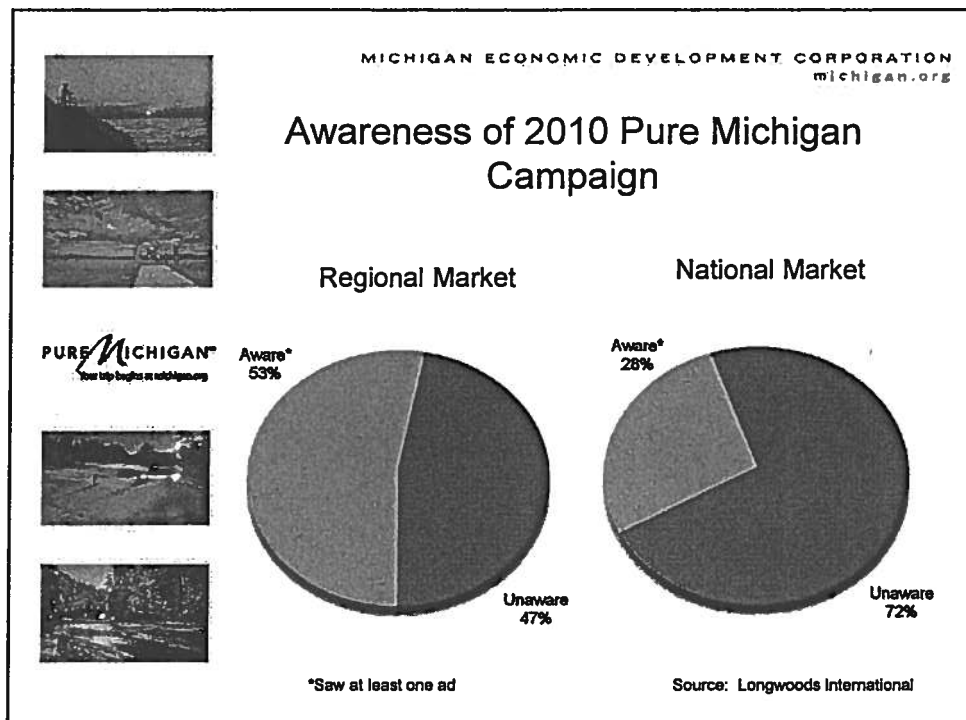
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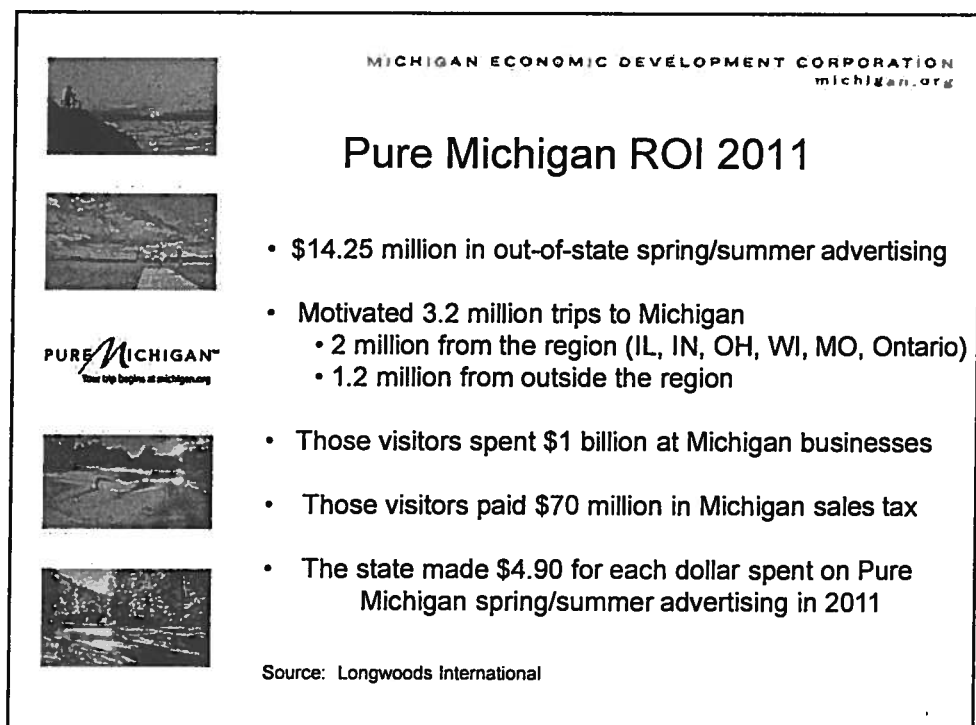
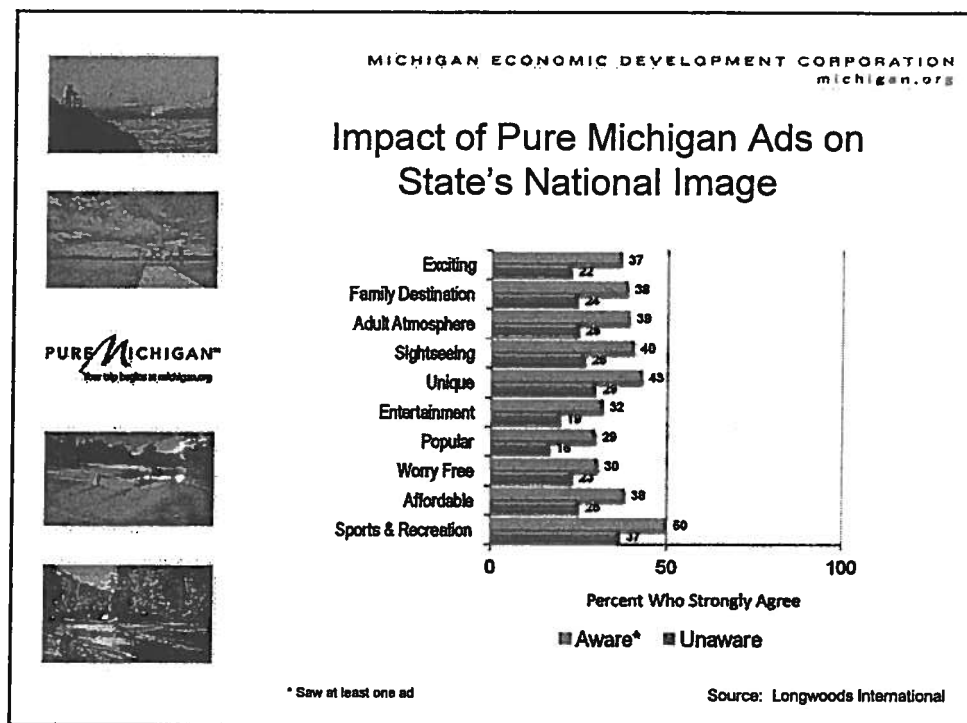


2011 Final Data

- Total Visitor Spending: \$17.7 billion, up \$500 million
- State Taxes Paid: \$995 million
- Business Travel: \$4.6 billion, up .4%
- Resident Leisure Travel: \$6.3 billion, up .8%
- Out-of-state Leisure Travel: \$6.8 billion, up 7.5%
- Jobs Supported: 200,000

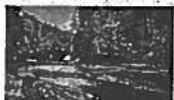
Source: D.K. Shifflet & Associates







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2012 Advertising Partners

\$3.9 million from 42 private-sector partners,
up from \$3.1 million from 28 partners in 2011

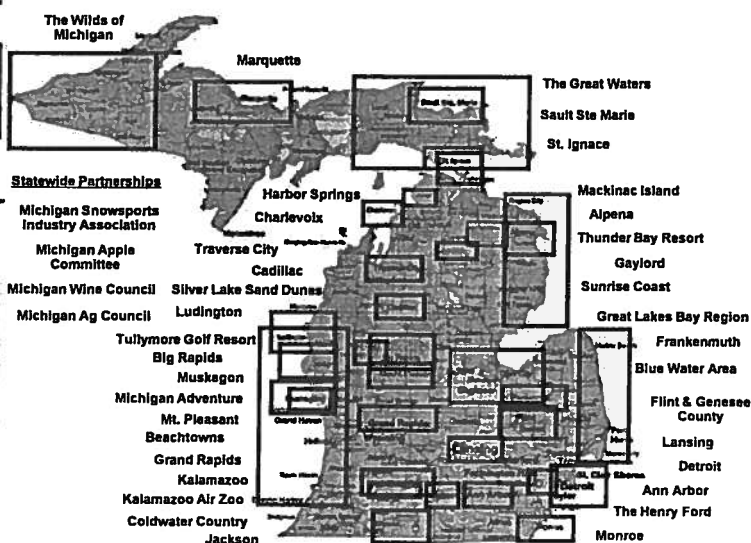
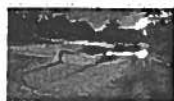
Four national partners, up from 3 in 2011
(Ann Arbor, Mackinac Island, Traverse City,
The Henry Ford)

Separate campaign strategy/creative for each

Program started in 2002, with 2 partners &
\$235,000 in private-sector investment



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New michigan.org






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michigan.org

**Most popular state tourism web site in U.S.
in 2012, sixth year in a row**

1. michigan.org	7.1% market share
2. Florida	6.19%
3. Virginia	5.96%
4. Arkansas	5.58%
5. Hawaii	4.37%
6. North Carolina	3.96%
7. Texas	3.74%
8. Minnesota	3.12%
9. Utah	2.81%
10. Oklahoma	2.74%



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Michigan Travel Ideas

1,000,000 printed

650,000 polybagged
with March/April
Midwest Living

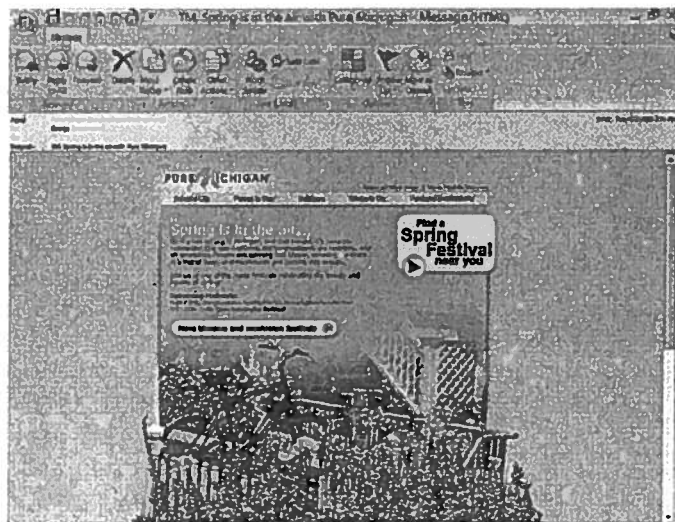





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Consumer enewsletter

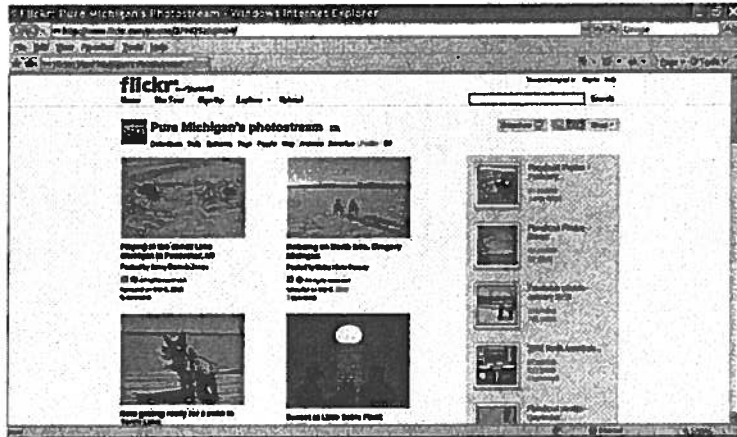





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Pure Michigan on flickr

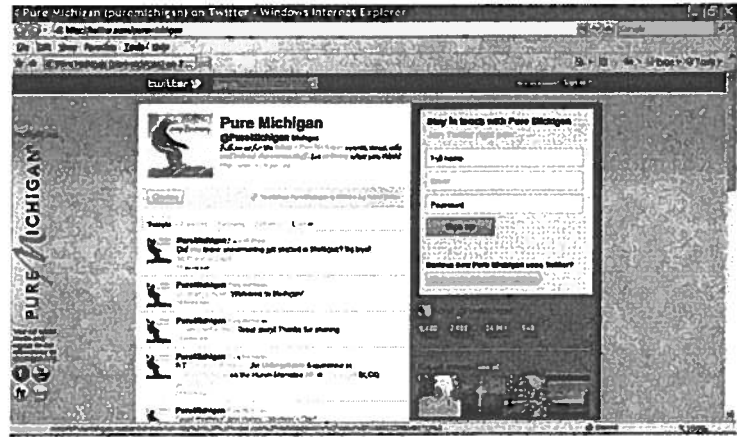





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twitter.com/puremichigan

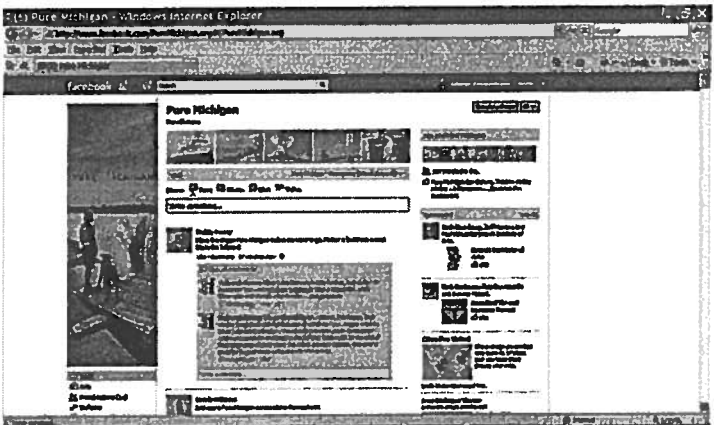




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Pure Michigan Merchandise





Michael Finney




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Pure Michigan 400

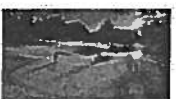





Michael Finney




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Pure Michigan 400




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Pure Michigan 400




Michael Finney




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Pure Michigan 400

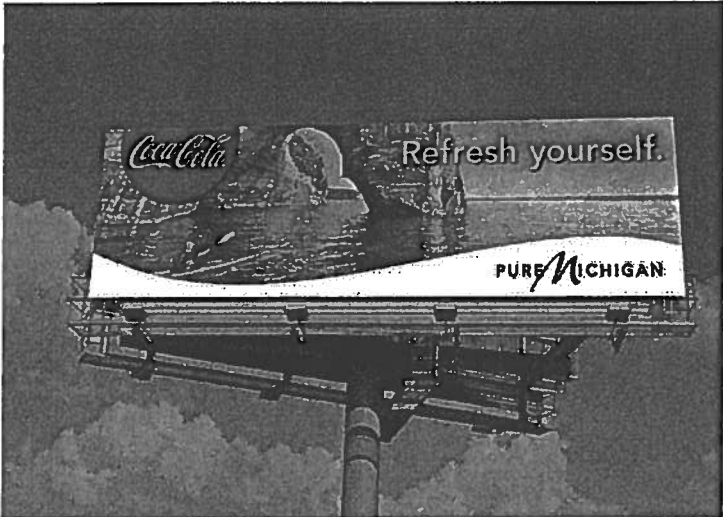


- Sprint Cup NASCAR race August 19, 2012
- Michigan International Speedway, ESPN
- 75 million NASCAR fans nationally
- Benefits: Title, advertising, public relations, social media, promotions, merchandise, on-site
- \$9+ million in promotion value (title, spots, PR, etc.)
- 1600 news stories
- Renewed for 2012-14



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Pure Michigan & Coca Cola




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Pure Michigan & Coca Cola

- National
 - 4 Pure Michigan Vacation Sweepstakes
 - Promoted on mycokerewards.com
 - 17 million members
- Michigan
 - Co-branding on radio ads, billboards, truck backs, vending machines and in-store displays

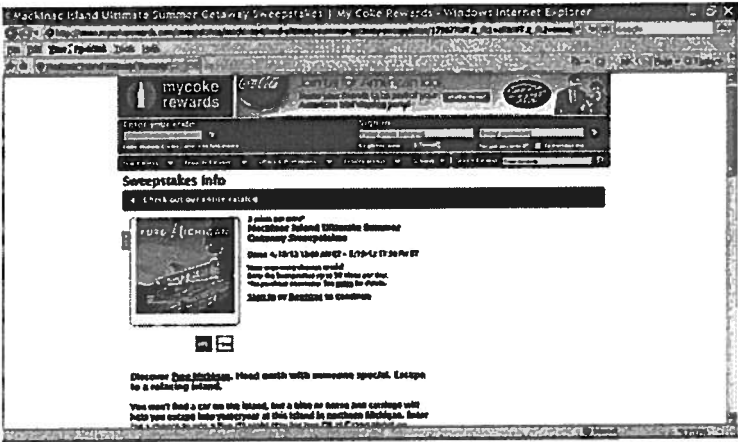
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Pure Michigan & Coca Cola







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Pure Michigan & Detroit Tigers



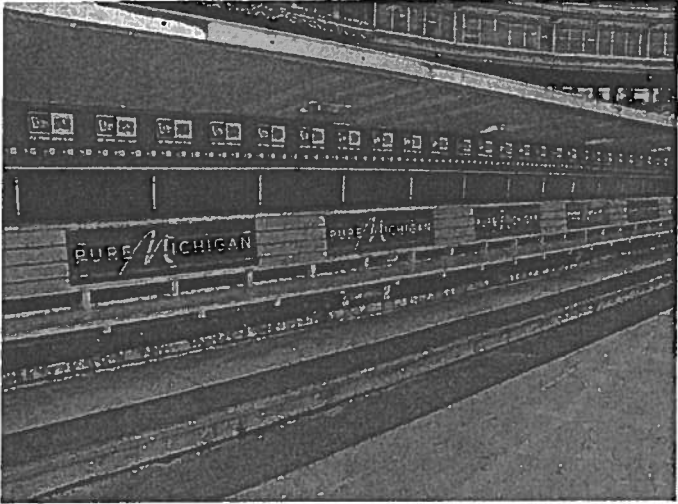




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Pure Michigan & Detroit Tigers







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Pure Michigan & Detroit Tigers




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Pure Michigan & Detroit Tigers



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Pure Michigan & Detroit Grand Prix



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Pure Michigan & Kroger

PURE MICHIGAN® MILK. Enjoy a cold glass of fresh Kroger brand milk, with 100% Michigan milk.

Nourishing and refreshing. Ice-cold milk always hits the spot.

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Signage at State Entry Points




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New Standard License Plate

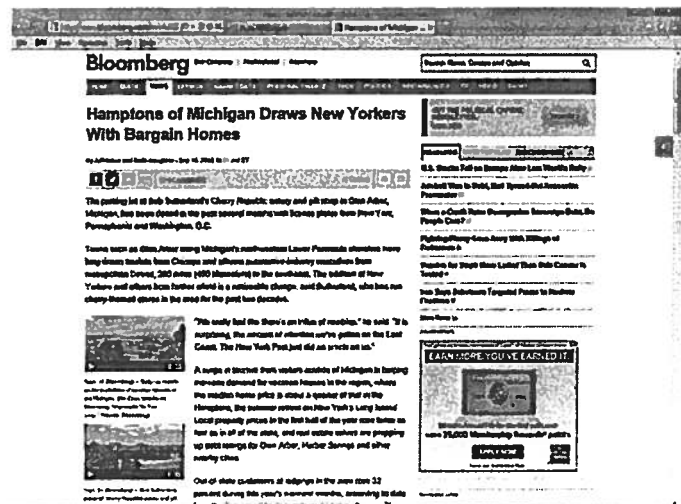




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It Starts with Tourism





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The Vision of Pure Michigan

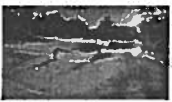
*That Michigan be recognized as one of
America's top vacation destinations*

Achieving this vision will mean:

- Millions of new visitors to the state
- Billions of dollars spent at Michigan businesses
- Tens of thousands of new jobs statewide
- Tens of millions in new state tax collections



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MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

George Zimmermann
Vice President for Travel Michigan
Michigan Economic Development
Corporation
zimmermannng@michigan.org